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NOV 13 2007

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A system for targeting media content to a plurality of users, comprising:

a first media object comprising at least one of an audio-visual recording, a video recording, a sound recording, an Internet link, an advertisement, and an e-commerce asset;

a data reporter for gathering content use information generated by user interaction with said first media object by said users, the content use information not being correlated with any attribute of said users;

a coding system for correlating utilizing the content use information gathered by said data reporter not correlated with any attribute of said users, said coding system correlating the content use information with at least said first media object to create a media object profile, said media object profile not including any attribute of said users; and

a mediator for providing to said at least one of said usersuser at least a second media object associated with said media object profile.

2.   (previously presented) The targeting system of claim 1, wherein said coding system creates at least one smart media object, said at least one smart media object having a media object portion and said media object profile.

3.   (original) The targeting system of claim 2, further comprising a content repository for storing said at least one smart media object until said mediator requests said at least one smart media object.

4.   (currently amended) The targeting system of claim 2, wherein each of said media object profiles contains information pertaining to a related one of said media object portions calculated from user activitythe content use information.

Claim 5 (cancelled).

6.   (currently amended) The targeting system of claim 1, wherein said coding system correlates the content use information in real time.

7.   (currently amended) The targeting system of claim 1, wherein said coding system periodically updates the content use information correlated with said at least one media object.

Claim 8. (cancelled).

9.   (currently amended) A system for targeting media to a plurality of users, comprising:

   a user requested media object comprising at least one of an audio-visual recording, a video recording, a sound recording, an Internet link, an advertisement, and an e-commerce asset;

   a data reporter for gathering content use information generated by user interaction with said user requested media object by said users, the content use information not being correlated with any attribute of said users;

   a media object archive for storing media objects;

   a coding system for assigning the content use information not correlated with any attribute of said users from said data reporter to at least one of said stored media objects to create a media object profile for at least one of said stored media objects and said user requested media objects, said media object profile not including any attribute of said users; and

   a mediator for selecting at least one of said stored media objects having a media object profile matching at least one characteristic of said profile of said user requested media object.

10.   (previously presented) The targeting system of claim 9, wherein said coding system creates at least one smart media object, said at least one smart media object having a media object portion and said media object profile.

11.   (original) The targeting system of claim 10, further comprising a content repository for storing said at least one smart media object until said mediator requests said at least one smart media object.

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12.   (currently amended) The targeting system of claim 10, wherein each of said
       media object profiles contains information pertaining to a related one of said
       media objects calculated from the user-activitycontent use information.

Claim 13 (cancelled).

14.   (currently amended) The targeting system of claim 9, wherein said coding
       system correlates the content use information in real time.

15.   (currently amended) The targeting system of claim 9, wherein said coding
       system periodically updates the content use information correlated with said at
       least one media object.

Claim 16. (cancelled).

17.   (currently amended) A method for targeting at least one media object to a
       plurality of users, comprising the steps of:
              identifying a user requested media object comprising at least one of an
       audio-visual recording, a video recording, a sound recording, an Internet link, an
       advertisement, and an e-commerce asset;
              gathering content use information generated by user interaction with said
       user requested media object by said users without correlating the content use
       information with any attribute of said users;
              assigning said the content use information not correlated with any
       attribute of said users to at least said user requested media object, each media
       object having a content portion and a header so that a media object profile is
       created for each media object, said media object profile not including any
       attribute of said users;
              matching at least one characteristic of said media object profile of said
       user requested media object with said media object profile of at least a second
       media object; and
              delivering said user requested media object with at least said second
       media object having an object profile matching at least one characteristic of said
       media object profile of said user requested media object.

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Claim 18 (cancelled).

19.   (currently amended) The method of claim 17, wherein ~~said~~ the assigning ~~step~~ the content use information is performed in real time.

20.   (currently amended) The method of claim 17, wherein ~~said~~ the assigning ~~step~~ the content use information is performed periodically.

Claim 21. (cancelled).

22.   (currently amended) A smart media object, comprising:

a media object portion having information accessible to a plurality of users, said media object portion comprising at least one of an audio-visual recording, a video recording, a sound recording, an Internet link, an advertisement, and an e-commerce asset; and

a media object profile portion containing content use information gathered from user interaction with said media object portion by said users, the content use information not being correlated with any attribute of said users, said media object profile portion~~content use information~~ not including any attribute of said users.

23.   (previously presented) The smart media object of claim 22, wherein said media object profile portion contains only content usage information gathered from said users.

Claim 24. (cancelled).

25.   (withdrawn) A method for utilizing a smart media object having attached thereto a coded header containing a profile of a media object, the method comprising:

detaching and decoding said coded header to obtain said profile, said profile containing user activity information generated by interaction with said media object by users; and

targeting other media based on said profile.

26.   (withdrawn) The method of claim 25, wherein said targeting step includes the sub-step of comparing information contained in said profile with information contained in a profile of a user requested media object.

27.   (currently amended) A method for targeting media objects to a plurality of users, comprising the steps of:

identifying at least one user requested media object comprising at least one of an audio-visual recording, a video recording, a sound recording, an Internet link, an advertisement, and an e-commerce asset;

collecting content use information from the viewing of at least one user requested media object by said users without correlating the content use information with any attribute of said users;

correlating said the content use information not correlated with any attribute of said userscollected with at least a second media object obtained from a media object archive;

creating a media object profile for said at least one user requested media object based on said correlated information, said media object profile not including any attribute of said users;

combining said media object profile with said at least one user requested media object to create a smart media object; and

selecting at least one smart media object having a media object profile matching at least one characteristic of said media object profile of said user requested media object and delivering said user requested media object with said at least one selected smart media object.

Claim 28 (cancelled).

29.   (currently amended) A method of targeting media objects to a plurality of users, comprising the steps of:

collecting content use information from user interaction with Internet links by said users without correlating the content use information with any attribute of said users;

correlating the collected information <u>not correlated with any attribute of said users</u> with at least one Internet link;

creating at least one Internet link profile based on the correlated information, said at least one Internet link profile not including any attribute of said users; and

selecting at least one Internet link based on the profile of a user requested link and delivering to the user the requested link and at least one additional link having a link profile matching at least one aspect of the profile of the requested link.

30.   (original) The method of claim 29, wherein at least one of said Internet links leads to a web site.

31.   (original) The method of claim 29, wherein at least one of said Internet links leads to a non-commercial web page.

32.   (withdrawn) A hidden search engine, comprising:

a data reporter for collecting information from a plurality of users;

a coding system for correlating the collected information with at least one Internet link and creating a profile for each one of said at least one link; and

a mediator for selecting at least a second Internet link based on at least one aspect of each link profile for delivery with a user requested link to the user.

33.   (withdrawn) The hidden search engine of claim 32, wherein said mediator delivers said at least one selected link with a link to a web site which does not have at least one of the selected links coded within said web site.

34.   (withdrawn) The hidden search engine of claim 33, wherein said at least one selected link appears outside a frame containing the web page when viewed.

35.   (withdrawn) The hidden search engine of claim 32, wherein at least one of said selected links resides outside of the coding of the requested web page, but is still viewable to the user.

36.   (withdrawn) The hidden search engine of claim 32, wherein said data reporter collects only content usage information.

37. (withdrawn) The hidden search engine of claim 32, wherein said data reporter collects only link usage information.

38. (currently amended) The system of claim 1, wherein said the content use information does not include any attribute of said users.

39. (currently amended) The system of claim 9, wherein said the content use information does not include any attribute of said users.

40. (currently amended) The method of claim 17, wherein said the content use information does not include any attribute of said users.

41. (previously presented) The smart media object of claim 22, wherein a media object profile stored in said media object profile portion does not include any attribute of said users.

42. (currently amended) The method of claim 27, wherein said the content use information does not include any attribute of said users.

43. (currently amended) The method of claim 29, wherein said the content use information does not include any attribute of said users.

44. (new) The method of claim 1, wherein said attribute is demographic information associated with said users.

45. (new) The method of claim 9, wherein said attribute is demographic information associated with said users.

46. (new) The method of claim 17, wherein said attribute is demographic information associated with said users.

47. (new) The method of claim 22, wherein said attribute is demographic information associated with said users.

48. (new) The method of claim 27, wherein said attribute is demographic information associated with said users.

49. (new) The method of claim 29, wherein said attribute is demographic information associated with said users.